



[www.aclu-ia.org](http://www.aclu-ia.org)

## **JOB DESCRIPTION**

### **Communications Specialist May 2010**

The [ACLU of Iowa](http://www.aclu-ia.org) (ACLU-IA), an affiliate of the [American Civil Liberties Union](http://www.aclu.org), is a nonprofit, nonpartisan membership organization devoted to promoting and defending civil rights and civil liberties in Iowa, with nearly 3,500 members across the state supporting our legal, legislative and public education programs. The ACLU-IA, which is celebrating its 75<sup>th</sup> year of existence, currently has three staff members in an office in downtown Des Moines.

The Communications Specialist will be responsible for most written communications and media relations, including the ACLU of Iowa's online presence and email advocacy, working cooperatively with staff and lay leaders to develop public education strategies that enhance the public's understanding and appreciation of constitutional rights and the principles of Democracy, Justice, Liberty and Equality.

### **RESPONSIBILITIES:**

- Develop and manage strategies and processes for creating and nurturing a diverse and varied online ACLU-IA presence through social media and other types of internet based systems, including an efficient and practical email advocacy system.
- Assist in the management of media relations, including maintaining a media contacts database, preparing press releases and statements, handling incoming media inquiries, developing media strategies, pitching stories and drafting op-ed pieces.
- Manage content for the ACLU-IA website, including posting of documents, photos and videos, and oversee contributions of content to external websites, as well as coordinate interactions between the affiliate's web site and various social media.
- Oversee production of our triennial newsletter, *The Defender*.
- After training, providing staff support for data input and report production from ACLU membership and gift data system.
- Assist in development and implementation of community outreach and membership recruitment efforts as needed.
- Develop and produce ACLU-IA publications including pamphlets, brochures, issue-specific reports, event promotions and other materials as needed.
- Travel occasionally within the state, as well as attend ACLU staff conferences as needed.

## **QUALIFICATIONS:**

- Excellent writing, editing, and analytic skills.
- A strong understanding of civil liberties issues, and the ability to explain ACLU positions to the interested public.
- Experience in public relations, journalism, civil liberties law, or a related field requiring significant writing and public relations duties.
- A bachelors degree from an accredited post secondary institution.
- Proven skills for the development and production of publications.
- Web-savvy and knowledge of social media techniques and use of the blogosphere.
- Experience with e-activism campaigns and other web organizing efforts.
- Ability to work successfully in a collaborative setting, working with both volunteers and public relations consultants to advance ACLU issues.
- Ability to manage numerous concurrent projects and work under tight deadlines.
- Competency in data entry and use of databases.
- Ideal candidate would also have experience and skill as a webmaster, with an understanding of web site construction and design.

## **COMPENSATION AND TERMS:**

The ACLU-IA offers a generous and comprehensive compensation and benefits package, including free parking, cell phone subsidy, and employer-paid employee health and dental coverage (and, if applicable, up to 50% of coverage for other family members). In addition, after an initial period of employment, we provide life, AD&D, and long term disability insurance, as well as a defined contribution/401(K) pension plan.

The first six months of employment are probationary. Flexible work hours and some work from home are eventual possibilities.

Minimum starting salary is \$40,000, with more for those with exceptional experience or qualifications.

**TO APPLY:** Send a letter of interest and résumé to:

**Human Resources  
ACLU of Iowa  
505 5<sup>th</sup> Avenue – Suite 901  
Des Moines, IA 50309**

OR send via email to: [job@aclu-ia.org](mailto:job@aclu-ia.org)

**Applications reviewed upon receipt. Position will remain open until the right person is found.**

**The ACLU-IA is an affirmative action/equal opportunity employer and encourages women, people of color, persons with disabilities, and lesbians and gay men to apply.**